

## **DATA INTEGRATION WITH INTERACTIVE VOICE RESPONSE SYSTEMS**

### **ABSTRACT OF THE DISCLOSURE**

5           A method and system is provided for data integration with interactive voice  
response systems. A telephony server receives a request for a call-back, issued by a user at  
a user station by selecting telephone information service via a web browser. The request  
may include a phone number to be used for the requested call-back and relevant customer  
information. The telephony server then places a phone call to a call center that provides  
10   the telephone information service and that includes comprising an interactive voice  
response system, an automatic call distributor, and a customer relation management  
system. The call, placed by the telephony server to the call center, delivers information  
relevant to the request to the automatic call distributor and the customer relation  
management system based on an interactive voice response tree used by the interactive  
15   voice response system.